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SAN FRANCISCO SUNDAY		
Examiner & Chronicle		
EXAMINER		CHRONICLE
	Sec. Page	Sunday Punch
Auctions	II 15	Caen
Bridge	II 5	Delaplane
Business	III 7-11	Editorial
Comment		Hoppe



Newswatch—James Gould



Chronicle's Newhall, Examiner's Gould: A split personality on Sunday

## Sex, Sin and Synergism

As the promotion copy touts it, San Francisco advertisers and newspaper readers are getting a "synergistic" reaction for their money—"the simultaneous action of separate agencies which, together, have greater total effect than the sum of their individual effects."

But to many, the chemistry has produced confusion. The de Young family's Chronicle and Hearst's Examiner—which merged into a jointly owned corporation seven months ago—continue as rivals six days a week; but on Sundays, there is total schizophrenia. The new combine's page one masthead reads, San Francisco Examiner; on the same page, the index is headed, San Francisco Sunday Examiner & Chronicle. And the index itself is split in two. The editorials of both papers appear on separate pages. In New York City, where a similar merger is under way (story right), editors are looking toward San Francisco apprehensively. As of now, New York's new Sunday World Journal and Tribune plans only one editorial page, but the paper will be schizoid in other departments.

**Spark:** San Francisco's Sunday paper is largely a patchwork of wire copy and syndicated features threaded only occasionally by locally generated stories. More than 50 columns lean on each other. Two editors oversee this profusion of copy. But, as if determined to maintain a split personality, the Sunday paper has no over-all editor.

If the product often seems bizarre, so can working for it. To keep the spark of competition alive, Chronicle executive editor Scott Newhall posted a notice in the paper's third-floor city room just after the merger, warning that any staff member found on the second floor, where the Examiner was to set up its city room, would be fired. Because of many delays, however, the opportunities for city-room espionage have been limited until this week, when the Examiner editorial side finally makes the three-block move from its old building. "Production and distribution problems are still plaguing us," acknowledges Examiner publisher Charles Gould. "We're still fighting typographical errors and we have make-up problems."

Since moving from the morning into the afternoon field following the merger, the Examiner slowly has improved; local political coverage is now more extensive and typography more readable. The Chronicle, on the other hand, has been playing up sex as if it were discovered yesterday. For weeks, page one has carried banner headlines such as INSIDE A NUDE PARTY, A NUDE MODEL'S STORY and THE 'IT' LOOK IN SEX. Last week, an eight-column streamer read STEWARD'S 'SECRETS' with the overline, Cupcakes in the Sky. "He reached up and playfully patted that portion of her nearest him," the article pants. "She admonished: 'Watch it! I have been,' he replied, 'ever since take-off.'"

The 52-year-old Newhall, 31 years on

the paper, sees nothing wrong with the stories. "I consider the social habits of the population as being perfectly respectable news," he says. "The Chronicle is more in touch with contemporary culture and behavior patterns than any paper in this country."

**'Contempt':** The lurid, sensational journalism has lost much of its sales pull throughout the country, San Francisco may be an exception. Chronicle officials claim that when the paper gave big play to a party of the East Bay Sexual Freedom League, circulation jumped 10,000. Nevertheless, some San Franciscans are fed up. "The Chronicle has vast contempt for its readership," says one former employee, who now gets most of his news from the comprehensive San Jose Mercury, published 40 miles to the southeast, and from The Los Angeles Times. "There's one nice thing," says another San Franciscan. "You can read everything in the weekday in two minutes. The Sunday paper takes five minutes and it frees you to watch TV."

Before the merger last fall, the Examiner and the Chronicle, battling one another in the morning field, were both losing money. Now, having set themselves up in noncompetitive fields in the morning and afternoon and having lopped off 800 employees, the financial picture is better. From a pre-merger weekday circulation of 361,527, the Chronicle has jumped to nearly 500,000. The Examiner is down from a pre-merger 303,092 to about 220,000. The total circulation of the two Sunday papers before the merger (more than 800,000) is about the same for the new combination. But the count that counts—ad lineage—tells the real story. Despite the conversion to a single paper, lineage on Sunday is down less than half. And on weekdays, both papers have gained for a combined total of more than 1 million. "From an advertising standpoint," says one executive of the combination, "the merger is a tremendous success."

STAT

JUN 20 1965

# OUR GIRL IN RED CHINA—

## AN INSIDE REPORT



**L**ISA HOBBS holds an infant on the Vietnamese People's Friendship Commune outside Peking. The boy's grandmother looks on as they stand outside the family's one-room dwelling.

*Red China, the world's most populous land, is also the world's biggest question mark. Since the Communists seized power and erected their Bamboo Curtain, American journalists have been barred from parting its strands.*

*But now Lisa Hobbs, staff writer for the San Francisco Examiner and Hearst Headline Service, has managed to penetrate that curtain to provide U.S. readers with an intimate look at life in Communist China today.*

*The mother of two children, Reporter Hobbs ran the risk of constant discovery in a land hostile to everything American. During 22 days in Red China, she was able to assess the Peking regime's anti-American propaganda campaign, the attitude of the "man in the street," the poverty and congestion of urban life.*

*Behind the Bamboo Curtain, she found, the women dance with bayonets, rather than babies, in their arms; the children are taught to shout slogans; and the European correspondents who report that things are looking up for Mao's masses are "guilty of verbal inflation."*

*The first of Miss Hobbs' special reports on the Question Mark of the Modern World—Inside Red China, starts today on Page 15.*

**Continued**

JUN 19 1965

# Lisa Hobbs, S. F. Staffer, Visits China

SAN FRANCISCO

Lisa Allan Hobbs, *San Francisco Examiner* staffer, has crowned a global reporting career with a 4,000-mile tour of Communist China. She is the first reporter from a U. S. newspaper to enter Red China in almost a decade.

Mrs. Hobbs, a native of Warrnambool, Tasmania, posed as an Australian tourist to make a three-week tour of the country. Her series of articles will begin in the *Examiner* and other Hearst newspapers Sunday, June 20. She has returned to her home here.

A few years ago Mrs. Hobbs spent two weeks in Hong Kong in a vain effort to obtain entry to China for an *Examiner* report.

## Photo Problem

This time, photo problems were her big problem. Mrs. Hobbs carried two cameras. She had to rely on color film because her black and white camera failed on the first day inside China and she could not locate any shop able to make repairs.

Ed J. Dooley, editor of the *Examiner*, expressed enthusiasm for the reports Mrs. Hobbs has prepared for publication. Already the news woman is besieged with requests for special appearances, he advised.

Mrs. Hobbs came to special attention earlier this year when Gale Cook, city editor, assigned her to write a series about rest homes in the San Francisco area. These brought letters, comment — and tears — to the woman who began her career on a now defunct newspaper in the Australian island state.

Previously she had spanned much of the world following her departure from the Tasmanian town with a name meaning "big wind."

## Variety Her Dish

Throughout her career her field has been general reporting. In Warrnambool even her society reporting included dirt track races, trotting events, football and foot racing.

At the *Melbourne Argus* she worked under the Australian apprentice system. One graduates upward from "D" grade or cub reporter to A grade, top reporter, with general news work marking each bracket.



Lisa Allan Hobbs of the *San Francisco Examiner* smiles triumphantly (at right) during her three-week tour inside Red China.

crimes and crashes and other major news. Assigned to the *Argus'* Fleet Street staff in London, Mrs. Hobbs covered Queen Elizabeth's Coronation. Her editor was the only member of the *Argus* organization to get into Westminster for the actual coronation ceremony.

## Jailed in Egypt

Before Red China, her biggest story came in Egypt. There she was jailed during the early days of President Gamal Nasser's regime after she had sent a cable derogatory to the new administration. She won her release on her own, in five hours.

Lisa Allan became Lisa Hobbs and a U. S. citizen on entering this country with her American husband. But it took her a year of effort to get on the *Examiner* staff five years ago, probably because of confusion between two former editors, each of whom thought the other had hired her, Mrs. Hobbs claimed smilingly.

**Page Denied**

# Merger to Leave San Francisco With 2 Newspapers, Jointly Printed

By LAWRENCE E. DAVIES

Special to The New York Times

SAN FRANCISCO, Sept. 8.—San Francisco's three newspapers will be reduced to two next week. The survivors will consolidate all production operations.

The consolidation, which followed a long and bitter fight for supremacy between the Hearst-owned Examiner and the locally owned Chronicle in the morning field, came to light today when officers of Local 21 of the International Typographical Union posted at The Chronicle the minutes of a special union chapel meeting held late last night.

The session followed a meeting at which managements of the papers outlined the plans to the heads of all newspaper unions.

A source close to the management said a statement might not be issued until later in the week but the printers union outlined the major points to its members.

The Chronicle, which now publishes daily and Sunday, will publish six days a week in the morning field, starting next Monday.

The Examiner, also a daily

and Sunday operation, will be merged with The News Call Bulletin, also Hearst-owned, and publish as an afternoon paper six days a week, possibly to be called the Examiner-News Bulletin.

There will be a Sunday paper bearing the names of both The Examiner and The Chronicle.

## New Corporation Planned

The printers union statement, signed by Russell A. Wagle, president, and Leon Olson, first vice president, of Local 21, said that under management's announcement, production payrolls would terminate next Saturday and a new corporation, the San Francisco Printing Company, would take over on Sunday.

Another source said that each paper would continue to pay and control its own editorial and news staffs rather than leaving this to the new production company.

Speculation was widespread among employees in all three newsrooms over whether The Examiner or The Chronicle would be the controlling force in the Sunday paper.

These questions, along with where the papers would be

by the silence of management.

A spokesman for the Newspaper Guild, which has contracts with all three papers covering news, business and some other departments, said that "management insisted, as a condition of the meeting" with the unions, that the "union representatives say nothing" on what was revealed.

There was no indication of how many jobs might be lost in the latest of many newspaper consolidation moves in the San Francisco daily field. The Chronicle has almost 1,500 employees, including 225 to 230 news and editorial staff members.

The Examiner's total is around 1,900, with about 225 in the editorial department. The News Call Bulletin has about 800, of whom roughly 150 are editorial workers.

Some Chronicle news staff members felt that the new program left them in a more enviable situation than employees of the other papers.

"After all," a Chronicle staff member said, "this leaves us alone in the morning field and the editorial employees of San Francisco's only-to-be morning paper will be paid by The Chronicle Publishing Company.

"The city side and editorial staff over here are not too worried. This will mean a bigger paper and it will take all of us to fill it.

If, on the other hand, the Sunday departments are merged, some Sunday workers with daily workers. But there's nothing around here but confusion. Nobody knows which end is up."

## Everybody Sober

At The Examiner an editorial source said:

"In past situations comparable to this, there has been a lot of heavy drinking among staffs. Today everybody who was supposed to be here has shown up, sober and working. 'Of course, we've heard a lot of somebody shouts: 'Slug the story 'Special to The Examiner-Chronicle-News-Call Bulletin'."

"And staffers say that many cynical feelings about the ethics of the newspaper business have been confirmed. Maybe, amid all the joking, we haven't got the full impact of it."

At The Examiner, some executives said they understood that the Sunday paper would be primarily an Examiner operation with that paper contributing the news women's and business

sections. The Chronicle, they believed, would contribute its Sunday magazine, called This World, along with Datebook, another Sunday section, and other features.

At the Chronicle one report had that paper controlling the Sunday paper.

As of March 31 The Chronicle led the daily field and The Examiner the Sunday field in circulation.

The figures—publishers' statements required by the Postal Act, were:

Examiner: daily 303,092, Sunday 436,076.  
Chronicle, daily 360,527, Sunday 385,365.

News-Call Bulletin, daily 188,108.

The advertising lineage of the papers for 1964, as reported by the trade magazine, Editor and Publisher, were:

Chronicle, daily 26,074,479 lines; Sunday 11,134,968; total 37,209,447.

Examiner, daily 28,149,163 lines; Sunday 12,606,266; total 40,755,429.

News-Call Bulletin, 14,155,144 lines.

San Francisco's often turbulent newspaper history saw The Bulletin, the oldest name among

those surviving a long series of mergers, founded on Oct. 8, 1855, by James King of William.

He was murdered eight months later by a politician he had accused of vote fraud.

The Call was started as a morning paper on Dec. 1, 1856, by a group of printers.

The Chronicle was founded in 1865 by Charles and Michael H. De Young when they were in their teens. It was called The Dramatic Chronicle and was first printed on Jan. 1.

Charles De Young was murdered in 1880 by the son of a political opponent. His brother died in 1924 and was succeeded by the late George T. Cameron, his son-in-law. His grandson, Charles De Young Thierot, has been publisher since 1955.

## Favorite of Hearst

The San Francisco Examiner was long known as the favorite newspaper of the late William Randolph Hearst. He got it from his father, Senator George Hearst, on March 4, 1887, and used it as the cornerstone of his publishing empire.

Mr. Hearst acquired The Call in 1914, along with The Post, and put them out as an afternoon newspaper. The Hearst interests bought The Bulletin in

1929 and created The Call-Bulletin.

Then, in 1959, The News, a member of the Scripps-Howard chain, and Hearst's Call-Bulletin merged in a corporation owned jointly by the Scripps-Howard and the Hearst interests. Hearst assumed full control of The News-Call Bulletin three years ago.

For many years The Examiner dominated the morning field, surpassing The Chronicle both in circulation and advertising.

## Heyday of Hearst

In 1930, The Examiner in a Page 1 story said "one-fifth of the nation reads the Hearst press" and listed 28 publications with 6,000,000 Sunday circulation.

It said: "The Examiner thus is the foundation of the greatest newspaper group in the history of America."

After years of steadily losing money, except in its lucrative television business through station KRON, The Chronicle, with Mr. Thierot as publisher and Scott Newhall as executive editor, fashioned the joint production formula.

By last week it was reported by Justice Department sources in Washington that the Hearst management had been able to get approval of the Antitrust Division for a combination arrangement with The Chronicle.

The successful argument, it was said, was that both Hearst papers here were operating at a deficit and that the combination would not be in restraint of trade.

The three newspapers had asked the department for a statement whether it would oppose an agreement for joint publishing, printing and other cost-sharing operations.

One source said that for the present, the publishing operations would be spread around among the several plants.

## NEWSPAPERS

### What to Read in the Cow Palace

As the site of a national political convention, San Francisco offers many advantages—which may be why the Republican Party has chosen it twice in eight years. Its precipitous hills produce women long and firm of limb. It abounds with good hotels, fine restaurants and postcard vistas. It also fields three dailies favorably disposed to the Republican cause: Hearst's morning Examiner, the morning Chronicle, and Hearst's evening News Call Bulletin. To this triad must be added a fourth: the Oakland Tribune, published just across the bay by former Republican U.S. Senator William Knowland. But if delegates to next week's convention depend on the four dailies for comprehensive accounts of their activities, they may be disappointed.

**Hearty Cheers.** Most popular and most successful is the Chronicle. Once a sobersided copy of the New York Times, the paper took a new tack toward entertainment in 1955 under the direction of Executive Editor Scott Newhall and Publisher Charles de Young Thieriot, a descendant of the paper's founders. The two men filled their pages with columnists, both syndicated and local, until the census peaked at 53. Columnists now cover everything from veterinary medicine (Dr. Frank E. Miller) to sex (Count Marco, a local beautician), frequently at the expense of news.

The Chronicle has pledged blanket convention coverage: Count Marco, for example, taking note of the convention site, the Cow Palace, announced plans to examine the herd of delegates and delegates' wives in search of cows. Editorially, the paper greeted Bill Scranton's entry with hearty cheers.

**Decent & Dull.** Second-ranking daily is the Examiner, which was William Randolph Hearst's pedestal paper, and which still styles itself, somewhat anachronistically, as "Monarch of the Dailies." Having surrendered its circulation lead to the Chronicle in 1961, the Examiner now lags far behind, 293,000 to 330,000, and has lost spirit. Successive waves of new editorial management, all rolling in from Hearst headquarters in New York, seem to have improved nothing but the Examiner's morals: the paper no longer prints cheesecake, and its trucks now proclaim: "Decency—A Family Newspaper." The Examiner's editorial policy is set in New York, where Editor in Chief William Randolph Hearst Jr. has dis-

played a preference neither for Goldwater nor for Scranton but for Henry Cabot Lodge: "Don't be surprised if many delegates turn to the handsome and experienced politician-diplomat."

Hearst's other San Francisco paper, the evening News Call Bulletin, is a blend of unprofitable competitors. Despite its monopoly of the afternoon field, the News Call Bulletin has slipped in circulation until it is not appreciably larger than the Pacific Coast Edition of the Wall Street Journal. Nevertheless, Editor Thomas Eastham plans to deploy a convention force of 25—some 18 more than the Examiner—by drafting his TV critic, a reporter whose normal assignment is the Parks and Recreation Department, and anyone else at hand.

**Little Interest.** It is William Knowland's Oakland Tribune that may quite possibly be the most thoroughly read local paper in the Cow Palace. The Tribune gave its heart to Barry Goldwater months before the California Republican primary, and has since published scores of editorials calculated to make pleasant reading for the 700-odd delegates who plan to arrive more or less in Goldwater's pocket. Sample Tribune comment: "Because Senator Goldwater is the one candidate who can capture large chunks of Democratic votes without conceding to the Democrats more than a handful of GOP votes, he is the obvious choice for the minority party." Goldwater has remained the Tribune's choice through thick and thin. It classified Pennsylvania Governor William Scranton's last-minute arrival onstage as "a late and vain challenge" and "an exercise in futility."

Outside of that, the Tribune should offer little of interest to political tourists; it is preoccupied with local bond issues, civic development and a current crusade to get Oakland a professional football team.

### Covering St. Augustine

It is almost an axiom of the integration struggle in the South: wherever a city's newspapers have pitched in to help, wherever editors and publishers have worked to stretch the limits of local tolerance, there has been a minimum of violence. In St. Augustine, Fla., the Record is a modest little daily (circ. 7,000) with more modest ambitions. It has tried to ignore the South's biggest right story, on the hopeful assumption that if nobody pays any attention, the race problem just might go away.

After a fashion, this policy worked for years. St. Augustine had no race trouble to speak of, and when it did,

the Record barely spoke of it: last October, when the first lunch counters were integrated in St. Johns County, of which St. Augustine is the seat, the Record gave the incident 1½ in. on an inside page. But last April the South's biggest story also became the biggest story in St. Augustine. That was the month that the civil rights movement enveloped the city.

**Leaning Backward.** Demonstrations, riots and violence have been the order of the day ever since. But "for a long time we didn't even mention the situation," says Record Editor Harvey Lopez. This posture proved unworkable, especially after one of the arrested picketers turned out to be Mrs. Malcolm Peabody, mother of the Governor of Massachusetts (TIME, April 10). The news flashed out of St. Augustine on all the national wires, and reluctantly the Record played the story on Page One—but beneath a studiously uninformative headline: MORE ARRESTS MADE AS DEMONSTRATIONS CONTINUE HERE.

That headline symbolizes the Record's dilemma. As a newspaper, it has begun at last to give St. Augustine's civil rights movement the news prominence it deserves. Record accounts of local violence now appear where they belong: on the front page. But as a newspaper with segregationist sympathies, the Record bends over backward to accommodate what it considers the

Negroes are generally referred to as "Negro demonstrators"; the St. Augustineans who swing clubs against them are called "white citizens." Mayor Joseph Shelley's press conferences are covered in full; the press conferences of

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